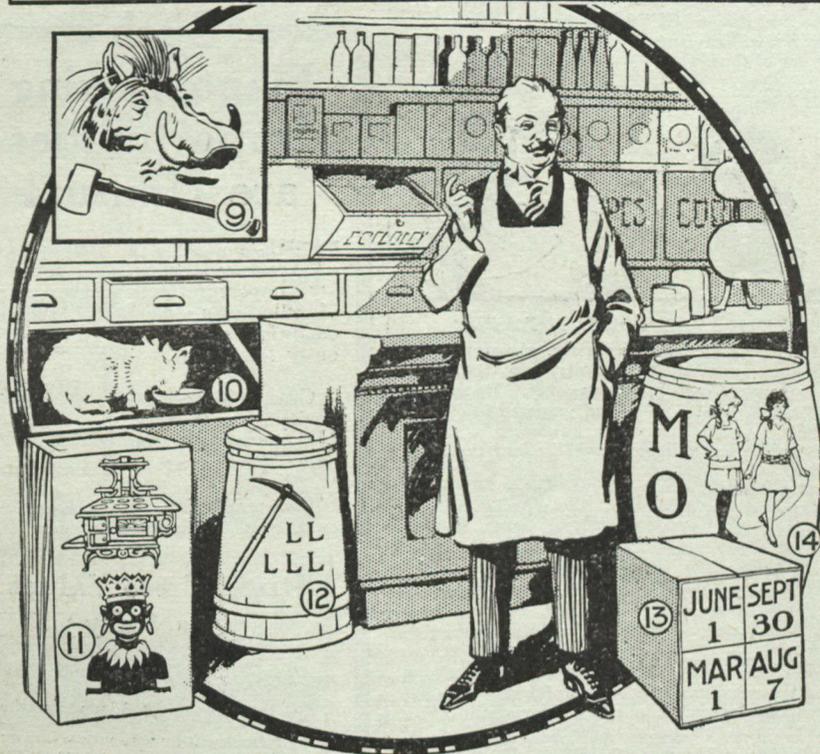


What groceries did Brown advertise?



BROWN BROWN is noted for being the liveliest merchant in town, because of the novel way in which he advertises and creates interest in his well known grocery store.

Recently Mr. Brown presented a clever problem to his customers. It is one that will give much amusement and entertainment to every puzzle lover. Look at this picture of Mr. Brown's Store, and you will see his idea. He carefully covered the labels of the boxes, barrels and bins, containing fourteen of the staple lines of his stock. Then he engaged a clever cartoonist and had him draw a series of puzzle pictures to be used as labels to represent the names of the hidden goods. The Artist caught the spirit of the idea, and at once drew picture No. 2 to represent currants (cur-ants). Then he looked into box No. 4 and drew the picture bearing that number as a label for tomatoes (Tom eight O's). With these two names given to start you right, can you find what the other twelve represent?

Magnificent Five Passenger Overland Touring Car, First Prize A Host of other Grand Prizes will also be Awarded

(Read the Big List on Page 20)

Pointers that will Help You Win

If you are clever at puzzles, you may solve some of the pictures very quickly, but Mr. Brown and his artist had their heads together for a good while, so if you want to succeed, you had best put on your thinking cap. A good plan is to write down on a sheet of paper all the articles or things usually found in a grocery store, and then see if any of the pictures will fit the names you have written. All the names represent articles in everyday use, and that are to be found in any grocery store. No trade mark names or special manufacturers' names are used.

200 Points Wins First Prize

The magnificent and valuable prizes in the contest will be awarded according to the number of points gained on each entry. The answer gaining 200 points will win first prize. The points will be given as follows: 10 for the correct reply to each of the 12 pictures left to guess (120 points altogether), 20 for the general neatness and appearance of your entry, 10 points for handwriting, and when you qualify 50 points additional will be added. Be neat and careful, comply with the rules and conditions of the contest, and you are sure of a valuable prize.

Send Your Entry to-day according to these Rules

- Write your answers in pen and ink, using one side of the paper only. Put your name and address on the upper right hand corner. Anything other than your name and address and your answers to the pictures must be on a separate sheet. Do not send fancy, drawn, nor typewritten entries.
- Boys and Girls under 14 years of age are not allowed to compete, nor are the members and employees of the Continental Publishing Co., Limited, EVERYWOMAN'S WORLD, nor any of their relatives or friends.
- Contestants will be permitted to submit as many as three sets of answers to the puzzle, but only one set can be awarded a prize.
- In the event of different members of a family competing, only one prize will be awarded in one family or household.
- The final awards will be made by a Judging Committee of three Toronto gentlemen who have no connection with this firm, and contestants must agree to abide by the decisions of the Judges. The names of the Judges and the manner of the judging will be made known to all contestants. The prizes will

You Want to make Money!

The great object of this Contest is to prove to you that you can easily make all you require.

This great event is frankly intended to advertise EVERYWOMAN'S WORLD, Canada's Greatest Magazine, and to demonstrate in a tangible way the great opportunity for making money that this leading, national periodical has opened up for thousands of Canadians. EVERYWOMAN'S WORLD, with its circulation of more than 130,000, is by far the most popular magazine with Canadian homes from coast to coast. No other magazine in the history of Canada has ever had this vast number of friends and readers. But that does not satisfy us. "EVERYWOMAN'S WORLD in EVERYWOMAN'S HOME" is the motto constantly before us. We want to keep in touch with old subscribers as well as to introduce EVERYWOMAN'S WORLD into the homes that do not take it now, but will welcome this handsome, interesting, up-to-the-minute magazine that is published right here in Canada, by Canadians, for Canadians. Every home that once becomes acquainted with EVERYWOMAN'S WORLD will want it every month.

When you enter this contest, you can help us keep EVERYWOMAN'S WORLD prominently before the people in your neighbourhood. You do not have to be a subscriber, nor will you be asked to take the magazine or to spend a single penny of your money in order to compete and win the Touring Car or a Big Prize. On the contrary, we shall pay you handsomely for the small service you are asked to render.

Here is the Plan

When your entry is received, we shall promptly write and tell you how many points it has gained toward the prizes, and at the same time we shall send you, FREE, a sample copy of the latest issue of EVERYWOMAN'S WORLD—Canada's Greatest Home Magazine. Then, when you know the number of points you have gained and desire your entry to stand for the awarding of the prizes, we shall ask you to qualify it by rendering the small service of introducing EVERYWOMAN'S WORLD into just five homes in your neighbourhood who will want to have Canada's Greatest Home Magazine every month. At your request, we shall gladly send you extra sample copies of the latest issue to leave with each of your friends. For this service EVERYWOMAN'S WORLD will promptly pay you in cash or guarantee, and send you at once a valuable prize entirely in addition to any prize you may be awarded in the contest. You will be more than delighted with this guaranteed reward for your services, because it is intended to demonstrate to you how great are the rewards and earnings to be gained by representing our famous National Magazine in your spare time. No other conditions of any kind nor any expense whatsoever is attached to this contest.



Address your reply to-day to the Contest Editor, Everywoman's World

Continental Publishing Co., Limited 1 Continental Building Toronto, Canada